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JULY 1960

ECHO

OF ARUBA

AN ECONOMIC MONTHLY



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THE PUBLISHER'S PAGE

By Morris Serphos Jr.

It was a very pleasant surprise that the Jury of the Aruba Medal of Merit after reconsideration decided, to issue a third distinction on July 4 to Mr. Morris R. De Woskin. It was felt by most commercial circles that the decision to honor M. De Woskin as well was most rightly taken. Therefore on July 4 during a well attended cocktail, Mr. Odis S. Míngus and Mr. Morris R. De Woskin were presented with their medals by the Acting Lt. Governor Mr. Isaac De Cuba Mr. de Cuba took the place of His Honor Mr. F. J. C. Beaujon, the Lt. Governor of Aruba, who has been under medical treatment in recent weeks. It was regrettable that Mr. O. Roy Chalk, the third recipient of the Aruba Medal of Merit was unable to attend, due to unforeseen circumstances. His Medal will now be presented on July 4, 1961. Almost the entire population of Aruba could enjoy the presentation ceremony, since the three active and popular radiostations The Voice of Aruba, Radio Kelkboom and Radio Victoria all directly broadcasted or relayed the affair.

Elsewhere in this issue our readers will find pictures and reports on the actual ceremonies. The Trustees of our Foundation as well as the Board of the Aruba Trade and Industry Association have been very pleased by the words of Mr. Isaac de Cuba, in which he called the initiative of the "Echo of Aruba"..... "most laudable....."

PAGINA DE LOS PUBLICADORES

Por Morris Serphos hijo.

Estuvimos agradablemente sorprendidos que el Jurado Directivo de la Medalla Arubana Meritoria, después de haberlo considerado seriamente, concedió la tercera distinción al distinguido Señor Morris R. De Woskin el día 4 de julio.

La mayoría de los comerciantes aplaudió la decisión que el señor de Woskin recibiese esta condecoración. Y por eso el día 4 de julio durante un coctel bien asistido recibieron los distinguidos señores Odis S. Míngus y Morris R. de Woskin sus medallas del Gobernador interino, señor I. de Cuba, representante de Su Excelencia F. J. C. Beaujon, Gobernador de Aruba, que desde hace unas semanas sufre quebrantos de salud. Sentimos mucho que al distinguido señor O. Roy Chalk que también fué honorado con una medalla no le fué posible venir personalmente por circunstancias no previstas. La medalla le será presentada el 4 de julio de 1961. Casi todo el pueblo arubano gozó de esta ceremonia puesto que tres activos y populares radioemisoras "Voz de Aruba", "Radio Kelkboom" y "Radio Victoria" emitieron o relevaron la ceremonia. En esta edición los lectores encontrarán fotografías y reportaje de la ceremonia.

La Junta Directiva de nuestra fundación tal como la Junta de la Asociación de Comercio e Industria se sintieron muy complacidos con la pronunciación del muy distinguido señor Isaac de Cuba que llamó la iniciativa del Echo de Aruba:..... muy elogiador.....

The Board of the Aruba Trade and Industry Association in a recent Board Meeting approved a proposal to co-sponsor and co-found a new Association, to be called the "Aruba Association for the Promotion of Tourism". A Constitution for this new Association will shortly be prepared, and the ATIA has great hopes, that the Aruba Chamber of Commerce, the Union of Taxi Drivers, the Government Tourist Bureau and other organizations, be co-founders, in addition to the "Echo of Aruba" Foundation, which will also actively participate. The purpose of this new association will be similar to the activities of the private "Association to Promote Tourism", established in the Netherlands, which organization for many years has been an important factor in the promotion of tourism the improvement of facilities such as hotels, restaurants, fairs and the like.

We feel, that still a lot more can be done to promote the island of Aruba abroad. As one proposal for serious study we have in mind making available, gold keys to the King William III Tower in Oranjestad, which key, on suitable occasions, could be presented to visiting dignitaries and celebrities, during their visit to Aruba. The "Echo of Aruba" is willing to make such keys available for presentation. We invite comments from all circles and in particular from our local Government authorities.

La Junta de la Asociación de Comercio e Industria Arubana aprobó en una recién presidida reunión la propuesta para fundar y promover una nueva Asociación que será titulada: la Asociación Arubana para la Promoción del Turismo. Los estatutos para esta nueva asociación serán preparados pronto y la ATIA tiene buena esperanza que la Cámara de Comercio tal como la Unión de Choferes, la Oficina del Turismo del Gobierno y otras organizaciones serán cofundadores, juntos con la fundación Echo of Aruba, que participará activamente.

La aspiración de esta nueva Asociación será igual a las actividades de la asociación particular llamada "Asociación para Promover el Turismo" que está establecida en Holanda, y cuya organización ya hace años ha sido un elemento muy importante en la promoción del turismo, el conducir de los turistas, el progreso con respeto a facilidades tales como hoteles, restaurantes, exposiciones etc.

Nos damos cuenta que todavía mucho se puede hacer para fomentar Aruba en el extranjero. Podríamos por ejemplo poner disponibles llaves de oro de la Torre del Rey Guillermo Tres, llave que en ocasiones favorables pudiéramos presentar a dignitarios y celebridades que visiten Aruba. El Echo de Aruba está dispuesto a poner disponibles tales llaves. Invitamos a todos los círculos sobretodo el de nuestras autoridades locales a expresar opinión acerca esta idea.

THE NUTRICULTURE FARM

IN THE SPOTLIGHT



There are those who assert that only through discussion one starts to sort out one's own thoughts and to understand a problem thoroughly. Assuming this to be true, we submit to our readers an article, written by two persons, viz. by Mr. S. R. Robbins, manager of the nutriculture farm, and your editor. The questions were put in writing and Mr. Robbins promised to answer them in writing.

Mr. Robbins, who is a graduate of the John Hopkins University, member of "The American Chemical Society" and "The International Working Group on Soilless Culture", will have the toughest job.

To guide a layman through the intricacies of nutriculture is somewhat comparable to teaching an illiterate the beauty of Shakespeare, the polish of Gustave Flaubert. During the process one has to select, give only the highlights and in such a way that they are understandable to an impartial layman. To give only the essence, calls for keeping one's feet firmly planted into the soil. You can imagine the quandary Mr. Robbins, champion of "soilless" culture, was in when we "planted" our questions on his desk. However, he took it like a man and we do not doubt that he will come through fine. As we write this, we still do not know the answers to our questions and we are as much in the dark as you are.

What will be the result of this cooperation? It is too early to predict, but taken into account that Mr. Robbins is an intelligent fighter, we will not be astonished to find that he used this opportunity for publicity and for promoting his farm. That will suit us. The idea of a nutriculture farm is very valuable for Aruba and we are prepared to promote that idea.

Whether or not we achieved our purpose through this form of cooperation, the reader and we will soon find out. Here comes the first question.

It is amazing that Aruba that does not have soil to speak of, produces fruits and vegetables, thanks to chemical science and to the fact that we have a smooth-running waterplant. Will you please describe the technical process?

We know that plants can only feed themselves in liquid form. A tree, for example, that is in the soil drinks its food in the form of minerals (calcium, potassium, nitrates, phosphates iron etc.) through its root system. The minerals are a part of the soil but can only become available to the plant itself after rain falls and the minerals go into solution. The plant then grows by drinking this nourishment. The nutriculture method, instead of soil, employs a

nutrient solution that is a direct simulation of the best earth. Nothing synthetic is used, for the solution contains only the proper concentrations of the same elements that a plant would feed on if it were planted in excellent farmland.

Plants thrive best under a set of optimum conditions. Excepting only the weather these conditions are simulated. For example, some crops require an acid soil, others an alkali one; when these requirements are satisfied the yields are high; when lacking, consequently low. On the nutriculture farm the acid or alkaline optimum is controlled daily, a prohibitive process in soil farming.

When tomato plants first begin to grow, they love nitrates; when they begin to fruit, they relish potash and phosphates. By changing these proportions in the nutrient solution as the plant matures, it is possible to grow them on a balanced diet. Corn as a rule thrives on ammonia. It is a simple matter of weighing to make a nutrient solution suitable for corn. And so on with hundreds of crops. If a maturing crop shows signs of an iron deficiency, for example the situation can be corrected at once by adding available iron to the solution, and similarly with manganese, boron, magnesium etc. These controls result in increased yield of firm flavorable crops. It should be pointed out with emphasis that all of the minerals put into the solutions are natural. They are the same minerals that are found in soil. They do in fact, come from the earth itself.

From an economical point of view this nutriculture process is rather fascinating, in so far that theoretically there is no waste during the production.

In other production processes it is an organizational problem to combine the production factors in such a way that we attain the highest ratio of efficiency.

Owing to the fact that the production factors, for instance machinery and labor, are indivisible this problem is never solved. On one side or another we encounter unoccupancy in a higher or lesser degree.

Organization has to see to it that this unoccupancy

ancy is as small as can be under the circumstances

It seems that in this particular production process of nutriculture the Law of Proportions finds its ideal expression.

Economic studies of the nutriculture system have led others to describe it as "an industrial approach to agriculture." The implication is that we have achieved a "continuous-flow" process within the natural science, a process never before accomplished and in fact defiant of the classical theories of agriculture.

In Aruba on a previously barren rock area we are producing 2 dozen vegetable crops and experimenting with other non-edibles of high economic value. Even assuming our land-site were of excellent soil, this broad scale approach would not be possible.

In nutriculture we can then build any natural soil, using natural minerals. We employ no synthetics; the minerals come from the earth itself. Physiologically plants can only nurture themselves in liquid form, this is true in soil as well as nutriculture. Our mechanical arrangement is such, however, that we can grow without regard for drought, excess water, crop rotation and erosion. Subject only to climate limitations and airborne disease, we can and do produce on a "continuous-flow" schedule, utilizing every cubic meter, every day.

This law of proportions is a technical law. You have just now explained to us that in this production process you are theoretically able to combine the production factors in such a

way that there is no waste. When now we insert economical data, we presume that your technical ideal combination will be ripped apart, in case one of these production factors has too high a price in relation to the others. Is there such a factor and, if so, what should the price be in order to make it fit in your ideal technical scheme?

The critical factor in Aruba is the water cost. Both the operating N.V. (Limited Liability Company) and the Government were aware of this prior to the farm inception. But unforeseen was the present drought, now in its third year. In normal agricultural countries a farmer who can harvest his crop during periods of drought, as we have done, achieves a tremendous financial return. Operating here without protective tariff, we have only been penalized for the lack of rainfall has increased our operating costs considerably. We have definitely established that "soil-less", "rain-less" Aruba can be self-sufficient in numerous food crops. But nutriculture is still agriculture and agriculture is dependent on nature. Acts of God must be recognized as such and we feel at least compensated for by public understanding — not wishful political aggrandisement.

This was a very interesting explanation. If you do not mind, let us now shift to other aspects, some of which are disagreeable to your enterprise. To start with, the Echo of Aruba is of opinion that your initiative is very important to Aruba and to the Netherlands Antilles. As we said before it is amazing in itself that fruits and vegetables are grown on

PAUL ERKELENS VERLAAT ANTILLEN.

Bijna een jaar geleden vierde de Heer Paul Erkelens zijn vijf en twintig jarig jubileum bij de K.L.M. en nu komt het bericht dat hij de Antillen gaat verlaten.

De naam Erkelens is in de Antillen een begrip geworden.

Erkelens en K.L.M. is één. Cestationeerd zijnde op Curacao, is hij vooral daar bekend, maar ook op Aruba is hij geen onbekende en evenmin...onbevind. Niet alleen hielp hij met zijn waardevolle adviezen tijdens het jongste vistourmooi, dat qua organisatie moeilijk te evenaren zal zijn, maar ook daarvoor en daarna stond hij Aruba bij de ontwikkeling van het toerisme telkens terzijde. Frisse en originele ideeën komen zo a raison van 100 per uur uit zijn dynamische persoonlijkheid opsprankelen. Ze zijn alle honderd het overdenken waard omdat ze allen ietsje hebben van zijn geweldige ervaring en in

zicht op het gebied van reclame en massapsychologie. Enkele daarvan zijn praktisch te verwezenlijken, nu of in de nabije toekomst. Merkwaardig is wel dat elk idee een fikse commerciële ondergrond heeft, weliswaar niet direct verband houdende met rekenlineaal en calculatietafel, maar des te meer met waarden, die daarboven uitgaan en derhalve door een minder gecompliceerd persoon of, indien men wil, een onschuldiger, naiever persoon, niet direct worden opgemerkt. Zo herinneren wij ons een comis-strip van een verstrooide professor, waarbij tussen alle avonturen in kruideniersartikelen flink werden gepousseerd. Toen we zeiden: "Paul, je bent beste zakenman", werd ie kwaad. Dat mocht niet waar zijn. Maar hij is het toch. Dat weten wij op Aruba te goed. Altijd de K.L.M. pousseren, propageren, verkopen. Direct of indirect, maar het liefst op een subtiële, indirecte wijze, onder het motto:

Vervolgd op pag. 22

this rocky island. We also bear in mind that it is important to the public health. In short we applaud your initiative. We express ourselves feebly if we say that you are making a worthwhile contribution to our economy. This is our opinion in general, but now in detail we find the fact that a few days ago, at the end of May, we ourselves paid Nat 0,40 per tomato, retail, and we hear rumours that vegetables are imported and then distributed under your brandname Vita-Veg.

Also, this little news item that Nutriculture farm exports vegetables in the early and late high season to New York has created some misunderstanding. The public reaction was: Why export when there is still not enough for our own market and when prices are still so high here?

Naturally you cannot expect to please everybody and your own father too, but nevertheless it seems to us that it would be good for public relations to say something on the topic.

Incidentally, those tomatoes with the ridiculous price tag of forty cents a piece were not sold under your brand.

While you are at it, do you care to tell the public what kind of vegetables you produce, in what quantity and whether you established a retail price?

To date it has been possible to sustain a 12-months production, subject to space limitations, on virtually all crops now in cultivation except tomatoes. The most difficult crop to undertake in the tropics at sea level is tomatoes but unfortunately this crop is in highest demand. We now have successful "Aruban Varieties" that do exceptionally well during the relatively "short-day" period November-May. We have developed a new tomato named "Paradise" that is now performing well but further selections will have to be made before it can yield proportionally to the winter varieties. But a single crop is not indicative of anything and unfortunately a reasonable percentage of the population has attempted to distort our short summer production of tomatoes into a catastrophic prognosis of our farm. In the immediate future we will reach our 1.000.000th pound (500 grams) of production. Even though it will be a grand day for us, it will in fact only be a challenge to produce the second million in half the time. Our men are trained, our varieties are selected and the prediction is that Aruba will have a more adequate rainfall than we have experienced (which incidentally is a tremendous factor in our favor).

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As we understand from your explanation, you are able to solve the problem of production. We have then still to cope with the distribution problem. The retail prices of fresh vegetables and fruits are very high in the Antilles. These commodities are bought in the markets at New York, Miami, Tampa by jobbers, who add their mark-up. The cost of transportation is also high. The wholesaler and the retailer add another mark-up to recompense them for capital investment, warehousing, spoilage, overhead and profit. That is how we arrive at the extraordinary retail prices. Moreover, we have the peculiar situation that, if the retailer calculates the profit of his fresh vegetable department as a separate entity, he will probably come to the conclusion that his profit is either very small or non-existent. The wholesaler and the retailer run a big risk and have nothing to show for their troubles (we presume, of course, that he charges regular prices and not 80 cents for two tomatoes, that is 1,60 guilder for 500 grams, a pound). In other words, your farm has a splendid opportunity. You can cut out the jobbers, the transportation medium, the only ones who make a profit now, keep the foreign exchange in this community, provide the public with fresh vegetables at a far lower price and still make a profit, together with the retailers. Your farm is in the unique position to plan the date of harvesting months ahead, if need be. You could organize this together with the retailers, who have to place their fixed orders, with a guarantee sum, and you could plan your production. A provision could be made for contingencies beyond your control and in such a case the retailers could still fall back on the foreign market. It seems to me that the distribution could be organized in the way outlined above, provided you have enough units to handle this market.

Your question indicates a keen understanding of Aruba's distribution problem and I thank you for it. Many grocers here have been extremely loyal in preferring to purchase products of Aruba. We had anticipated prior to coming here that all grocers and distributors would share this attitude, not only because of national pride, but certainly because our products are always fresher and generally superior and priced at market or below. Our basic policy has been to maintain a steady market-price not subject to the violent fluctuations of general agriculture. During periods of high US market conditions all retailers and some of the wholesalers buy from us, but during periods of seasonal surplus, many turn to the temporary cheaper source of

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supply. Unfortunately we are now placed in a position where we must protect our local "contract" buyers by charging the others the higher market price when the produce from abroad shows a similar rise in price. For the public good, however, we hope that all retailers and distributors will begin to accept the average price, thereby eliminating excessive prices during periods of world shortage. We ask no guarantee sum, as your question indicates, but only

an honest expression of intent to buy our produce as long as the quality is superior and is delivered in a fresh, undamaged condition. We would like also at this time to appeal to the leading importers and shiphandlers to buy products of Aruba on their merits, rather than buying influenced by political considerations. The operators of the farm are completely apolitical and are dedicated only to a successful agriculture for the good of the entire community.

DATELINE MANHATTAN

Max Tak

INSPIRATION IN SIX WORDS

It happened shortly after the World War that in The Netherlands a leading official of the Ministry of Education and Arts decided to do something in the field of national promotion. He discussed plans and possibilities with a man who was an able promoter of concert hall performers but who never had taken part in an organization of the size the official had in mind. Both gentlemen agreed upon a project that would further foreign tourism in The Netherlands by way of a Festival which had to present national talent of the highest quality.

The reaction to this plan was mixed, to say the least. And to say it nicely. There were people who did not like the idea of a Festival rather soon after the pestilence of the German invasion. There were also people who considered it superfluous to open the doors of a Festival only a few weeks after the official season closed, overcrowded as it was (and is).

However, both men supported by growing numbers of people who believed in the Festival possibility, drew blue-prints of the organization. The result was that the Dutch government, wanting to try out the Festival experiment, subsidized the daring initiative. It was followed by the municipality of that old powerhouse of Dutch energy, Amsterdam.

The first Festival in general did not meet a friendly press. Perhaps there was something unusual to have a Dutch Festival at home. Because Dutchmen who in prewar days wanted to attend superior artistic achievements after the season were used to going to Salzburg (Reinhardt, Toscanini); to Bayreuth, if they were Wagner-minded; to the Maggio musical in Florence if they wanted to indulge in ultra-modern sounds.

The first very difficult years of the Holland Festival did not meet general approval.

In some press surveys, the hard-working organizers did not find the reaction they deserved. Which is the fate of pioneers. But they never ceased to dig through mountains of all kinds of difficulties.

But such became the impact of the Holland Festival (which never changed the June 15 — July 15 period) that in many European communities the Dutch example has been imitated. However, not on the same big scale.

Why was the example taken up so eagerly?

Well, I won't say that because of the Holland Festival. Holland became during the summer months the most crowded tourist country of Europe, but the Festival draws a steadily growing foreign crowd and emphasizes with impeccable taste the significance of the country as source of an amazing number of cultural and artistic achievements.

In the eyes of this correspondent, the civil-minded citizens of Aruba could decide to take a bold step and consider the necessity of an Aruba-Festival. This event could and should expand the importance of it by extending into an Antillian Festival. As far as this writer knows an initiative of this scope never has been realized in the Caribbean.

The unsurpassed symphony orchestra which form the nucleus of the Holland Festival are not necessarily needed in Aruba. These orchestras and even chamber music groups could be considered superfluous in the sphere of an Antillian Festival which ought to emphasize the folklore elements of the islands.

In these islands there is a wealth of hidden talent which deserves the opportunity to be brought to the open, to be discovered internationally. There are actors, musicians, dancers, all kind of performers who are simply waiting for the opening to start a career.

Perry Como, once a barber in a small shop; Danny Kaye, once a juggler without success; Jack Benny, once a violinist shipwrecked on the stages of cheap vaudeville theatres, and many others, became famous because they had the talent to grow up artistically and used the opportunity offered to them very well.

Of course, I am sure, that the first thought of some readers will be: "An Aruba Festival?

Never! Never!!! Never!!!

The same kind of reaction occurred in the Netherlands when two brave men started the uphill fight in behalf of an ideal.

The result of this effort can be found in Time Magazine of June 6. On page 49 in a so-called box is printed "A Music Summer Guide to Europe".

In this box 20 European festivals are described.

The Holland Festival is announced by Time Magazine as The Largest of the European Festivals.

Give a minute to think about the way this impressive national and international success started.

"The Largest of the European Festivals"..... Inspiration in six words.

EDITORIAL

DECOROUS MEDAL PRESENTATION.

The 4th of July was an eventful day in the short history of the "Echo of Aruba", the foundation who introduced the Aruba Medal of Merit. On this day the medal was presented to Mr. O. S. Mingus and Mr. Morris R. De Woskin.

After having feverishly planned and organized to make this day a successful one for the Echo and a pleasant memory for the three gentlemen thus to be honored, the whole organization had to be revised at the last minute when it became known that Mr. O. Roy Chalk could not possibly attend the meeting. And again the program had to be changed when the Lieutenant Governor, Mr. F. J. C. Beaujon, suddenly became seriously ill. It is typical for the popularity of Mr. Beaujon that, upon hearing this news that could be so fateful to the ceremony, the first immediate concern of the organizers was not for the ceremony, but for the Lt. Governor, since luckily on the way to full recovery.

The Acting Lt. Governor, Mr. I. de Cuba, quickly came to their rescue and acquitted himself deftly of this unexpected task.

The Echo of Aruba again thanks him.

The type-written time-schedules were changed and "act." was added before Lt. Gov. The speeches could no longer be changed entirely, for already the ceremony was on its way.

The driving force of the "Echo of Aruba", Mr. Morris Serphos Jr. and the master of ceremony, Mr. C. W. G. Schotborgh, deserve full credit that, notwithstanding the sudden and violent changes, the ceremony went off completely according to time-schedule.

The ceremony started with the Dutch and American National Anthems.

Mr. Schotborgh expressed the feelings of the Echo by stating his satisfaction that three American citizens were honored by the award.

He then introduced Mr. Serphos. Thereafter the medals were presented by Mr. de Cuba. The speeches are to be found in this issue and also the answering speeches by the American Consul, Mr. J. L. Barnard, and by Mr. De Woskin.

You will look in vain for the speech by Mr. Mingus

who spoke extemporaneous.

He felt compelled to launch one protest: "He was no foreigner." That is right. Having spent more years in Aruba so far than in the States, Mr. Mingus is no longer a foreigner. The amount of years spent, may not be decisive, the way in which certainly is. Mr. Mingus and Mr. De Woskin have this in common that they are no foreigners.

We would like to label both of them valuable citizens to both their own country and their adopted one, accepted as our friends, accepted as one of us. That may not sound impressive to outsiders, Aruba being only a dot on the map. But it is impressive in a spiritual sense. Such men are good ambassadors. Aruba tells everyone that they are and that Aruba holds them in high esteem. In our country we have law and order. Therefore we have freedom.

We have the freedom to say that Americans are not superhuman, they are just like any other people. They are no saints and they are no devils. We do not expect them to work miracles and we do not expect them to work for us.

We are, incidentally, quite capable of doing a lick of work ourselves. We do not expect them to shower us with wealth and we are not giving anything for nothing. We only want their cooperation on the basis of quid pro quo. We even need their cooperation for we happen to live in the western hemisphere.

From experience we know that the activities of several American citizens and companies bring us prosperity, that would not exist in the first place, but for them. They are very welcome in Aruba. If only our island had the size of, say Cuba, we could board more of them.

This is the message of the Medal of Merit: You wanted to cooperate with us. We thank you for the opportunity and we honor you, Mr. Mingus and Mr. De Woskin, for your more than usual exertion and achievement.

We want you to be the nucleus of a brotherhood that has in common that they achieved something for Aruba and to whom Aruba showed its appreciation, so well deserved.



Speech by Mr. C. W. G. Schotborgh

Your Honour, the Acting Lt. Governor of Aruba, who at the same time represents His Excellency the Minister President;

Aldermen of the Island Territory of Aruba;
Friends-listeners in Venezuela and other South American countries.

Ladies and gentlemen.

In the past few months events have taken place all over the world, the consequences of which cannot be presaged by tar.

The failure of the summit conference in Paris, and the great unfairness visited upon the Head of State of the greatest friend of democracy before the forum of the world, have shocked all of us.

The incidents in Japan and the utterances of the leaders of peoples behind the bamboo and iron curtains were a source of disappointment to us here in Aruba.

Many of you will have thought at once of the adage: "ingratitude is the way of the world" and that

this contains a kern of truth. We prefer to support those who agree with a great philosopher who said: "To suffer for the truth is to succeed".

Yet, with the more joy we welcome the opportunity to celebrate this day, July 4, 1960, Independence Day of the greatest champion of free nations, and to manifest that we — however small and insignificant we be — still believe in the feelings of justice of mankind.

We have met together on this day to honor three Americans citizens who, each in his own field, have done a multitude of good and will continue to do so for our small, but grateful Aruba.

We do this within sight of the American flag, which today for the first time officially shows its 50 stars, as a veritable symbol of its growing strength and understanding for our vital interests, which are so strongly tied to its place in our world.

It is my pleasure to ask your attention for the person who is the great force behind the ECHO foundation, and who made this all possible, Mr. Morris Serphos Jr.

Dedication Speech by Mr. Morris Serphos Jr., PUBLISHER AND TRUSTEE OF THE "ECHO OF ARUBA FOUNDATION"

Your Excellency, Acting Lt. Governor of Aruba, Your Excellencies, Distinguished Guests, Ladies and Gentlemen;

In capacity of Trustee and Publisher of the "Echo of Aruba", it is indeed a great honor to extend a most cordial welcome to all of you in general and specially to those of you who have come to Aruba to attend this ceremony in connection with the presentation of the 1960 Aruba Medal of Merit, which award has

been instituted by the "ECHO OF ARUBA FOUNDATION". — First of all, for those of you who are not familiar with the activities of the Echo of Aruba Foundation, I would like to point out, that the Foundation was started by the Aruba Trade and Industry Association for the purpose of making Aruba an attractive tourist resort, propagating the facilities Aruba has to offer in this respect, to make known the facilities Aruba has to offer to new industry and indicat-

ing Aruba as an advantageous seat for Investment Companies. For that purpose, the Foundation is publishing a monthly called The Echo of Aruba, which publication has had considerable acceptance, particularly abroad. In circles of the Aruba Trade and Industry Association it was felt, that in this manner Commerce of Aruba might make a valuable contribution toward the advancement of the economic well-being of Aruba in general.

Along the lines as set forth, it was felt by our Foundation, that Aruba should honor those persons who have made large contributions toward the goals described before and for this reason our Foundation in the beginning of this year instituted the Aruba Medal of Merit, which award may be issued once every year to a select number of prominent individuals.

As the Echo explained in its issue of March 1960, the eligible persons will be selected yearly by an impartial jury. We are at liberty to make public that the response amongst the readers of our publication to bring forward candidates for this distinction for the current year has been tremendous. The mail forwarded to the jury has been manifold of what we expected it to be. A great variety of distinguished persons from abroad were presented and actively supported; It is therefore that I wish to thank all co-workers of the Echo, the trustees, the staff and particularly the very hardworking jurymembers, for their extensive labors performed in this connection. We have promised the jury that we would not publicly recognize them individually, but nevertheless our appreciation is of very great proportions.

It is therefore with great pride that we feel that this jury for its initial choice has selected three persons of American Nationality, each of whom may be considered foremost in his field.

Mr. Odis Simpson Mings is President of Lago Oil and Transport Co., Ltd., an Esso affiliated Company, which enterprise and its predecessor have been established in Aruba for well over thirty years.

Mr. Mings himself has practically seen its original establishment and has been promoted through the ranks throughout the years. Since 1957, he has been President of the Company. Even before Mr. Mings was selected for this distinguished award of the Echo of Aruba, it was a wellknown fact that in the Community of Aruba he was highly regarded in all quarters and particularly in commercial circles. Throughout the years he has been a member of many community organisations. His services to our community have been recognized by Her Majesty our beloved Queen Juliana, who conferred on him the order of Officer of Oranje Nassau.

Mr. Chalk has a distinguished career behind him as Founder and President of Trans Caribbean Airways, which Company initiated economy flights between New York and Puerto Rico ever since 1946. This Company inaugurated a scheduled route between Puerto Rico and Aruba since February of this year, in this way giving Aruba a lowpriced regular connection with New York and other parts of the

United States.

Mr. Chalk who started his career as a lawyer undoubtedly has had many merits toward the business community in the United States of America and elsewhere.

Mr. Morris R. De Woskin got his start in law and real estate and through these became interested in the operation of hotels in general and after experience in Miami Beach Hotels, through the Condado Caribbean Hotels Corporation, promoted the establishment of first class tourist resort in the Caribbean area, such as our one and only Aruba Caribbean Hotel Casino. We are informed that his Corporation will shortly acquire an active interest in new resort hotels in Paramaribo, Surinam, and St. Martin, Netherlands Antilles.

When we take these distinguished persons together, we find that all three are United States citizens. For those who questioned the presentation date of July 4, one can say that in our opinion there could be no better date selected for the presentation of the Aruba Medal of Merit awards to them, than their own Day of Independence July 4.

In this era of unrest and upheaval in the Caribbean area. Latin America and other parts of the world, of which Cuba is a recent example, we in Aruba are particularly proud, that for the highest honor, businessmen in Aruba could confer, three American were selected. Each of these Americans has a resounding reputation and I sincerely hope and trust that the people of the United States and its Government will consider this gesture a symbol of goodwill and sincere sentiments of appreciation, in which the people of Aruba and the business circles of Aruba in particular, hold the United States of America and its inhabitants.

Aruba is a country, where Americans are welcomed, a country where American products are held in high regard, a country where trade with the United States is promoted, a country where American tourists are welcome and last but not least, a country where Americans technical assistance and cooperation are welcome.

When we review our distinguished receivers of the Aruba Medal of Merit once more, we find that they represent an entirely different group, which is not altogether a coincidence. We find on one hand a representative of the pioneer group of Americans an executive of one of the biggest Companies in the world. A man who has made Aruba what it is today, a country transformed from a fishing village into an industrial and industrious island, where a great segment of the population has been transformed into highly skilled workers. A man who through his efforts and the efforts of his Company has made Aruba a community where cooperative spirit exists in reality.

On the other hand we find two persons, who we hope, will transform Aruba through their efforts, from a onesided economy into a balanced economy, in which tourism and new industry will play a very important part. I hope that these persons, with

the knowledge of the sincere support of the Aruba Business Community, will succeed in their very important tasks. An important step in this direction will be the forthcoming extension of the Aruba Caribbean Hotels from 120 rooms to 200 rooms in the near future.

At this time I would like to call on all circles concerned, to continue to incorporate the facilities that Aruban Commerce has to offer. To make use of the trade of Aruba and its Construction Industry.

May the Aruba Business Community be the thriving factor in the continuing development of the new

industry in Aruba, and its commercial and touristical resources. May the Aruba Business Community be the cornerstone, that will build Aruba into a success of commercial expansion, in cooperation with the Government authorities.

At the conclusion of this speech, I would now like to call on our respected Acting Lt. Governor, Mr. de Cuba, to make the actual presentation of the Aruba Medal of Merit of 1960, on behalf of the Trustees of our Foundation.

Thank You.

Speech of His Honour Mr. I. De Cuba, ACT. LT. GOVERNOR OF ARUBA



His Honor Mr. I. de Cuba, during his speech. From left to right: Mr. M. Serphos Jr., His Honor Mr. I. de Cuba, Mr. O. S. Mingus, Mr. M. de Woskin.

Honorable members of the Executive Council,
Distinguished guests:

It is indeed a pleasure and an honour to present to you, Mr. Mingus and Mr. De Woskin, the Aruba Medal of Merit, instituted by the ECHO OF ARUBA FOUNDATION. We are sorry that Mr. Chalk could not be with us to-day; his medal will be presented on another occasion.

The initiative of the ECHO OF ARUBA FOUNDATION, founded by the ARUBA TRADE AND INDUSTRY ASSOCIATION, is most laudable.

Aruba's trade and industry in this way wishes to render acknowledgement to those outstanding personalities from abroad who have contributed remarkably to the economic progress of Aruba.

Why you, Mr. Mingus, should be one of the first to be elected by the jury for this distinction, is clear to all of us. Your efforts, as President of the Lago Oil & Transport Co. Ltd., for the welfare of this island, your sincere interest for Aruba and its people, your spontaneous willingness to help and your sound spirit of cooperation developed in connection with Aruba's endeavours towards the broadening and im-

provement of its economy, are eloquent reasons why you, Mr. Mingus, deserve this distinction.

Although in another field, your merits, Mr. De Woskin, as President of the CONDADO CARIBBEAN HOTELS, Inc., are as great. The nature of your work is different from Mr. Mingus', but the final goal, as far as Aruba is concerned, is the same: both are beneficial to our island. Mr. Mingus' company refines oil in Aruba and he has to see to it that his final product can be exported to the world market. Your activities, Mr. De Woskin, are in the world market, cooperating with us at the same time to create here such conditions so that your final product can be imported to Aruba. Mr. De Woskin, you were one of the first personalities from abroad to show confidence in Aruba's touristic future, an industry

which is one that may broaden our economy on an independent basis. In your endeavours to promote our island, you have shown confidence in our touristic possibilities, you have shown energy, capability, enthusiasm and foresight. Aruba's commerce and industry, with this MEDAL OF MERIT, is honouring to-day these outstanding human qualities and the Government of Aruba trusts our commerce and industry will continue to cooperate with your company and others to come, so as to make your words of July 18, 1959 a tangible reality: "ARUBA WILL NEVER AGAIN BE THE SAME".

Mr. Mingus, Mr. De Woskin: once again, I feel honoured to honour you on behalf of the ECHO OF ARUBA FOUNDATION.

Speech by Mr. J. L. Barnard, American Consul

The choice of the fourth of July is particularly apt for this ceremony as it so happens that the gentlemen being honored here today are all American business men — each one of whom has contributed and is contributing to the development of Aruba.

As a Government representative myself, it is a great pleasure for me at this time to point out how the activities of these three men are example of what the United States Government is striving towards in the western hemisphere. Despite the rantings of certain left and right wing demagogues, this can be simply stated as follows.

The United States enthusiastically support the efforts of responsible leaders to satisfy their people's desire for a fuller life.

As you know, there are vast new forces at work in Latin America and the Caribbean. These have been variously called a "population explosion" — a virtual industrial revolution — and a tremendous surge towards social progress and reform. Whatever the terminology, governments in the whole area are under relentless pressure from their people to achieve the kind of material progress they see in industrialized nations.

Aruba is no exception to the impact of these pressures.

Take the first — "population explosion". It seems incredible that our normal pursuits are now dignified by the phrase "population explosion", and yet it is a fact. The population of Aruba has increased from some 10,000 in the 1920's to nearly 60,000 in 1960. I hasten to say that, of course, some of this increase is owing to the importation of labor, and not only to the dulcet climate. The fact remains, however, an almost six-fold population increase on Aruba in the past three decades.

The industrial revolution in Aruba is another fact — dating from 1927 when Lago officially commenced its operations.

In the succeeding years the population of Aruba wholeheartedly leapt into the twentieth century. The

island became transformed. New banks, new retail stores, new services for the people of Aruba came into being under the impetus of the oil industry. Unfortunately, today much of the building resulting from this earlier leap is not entirely consonant with the new industry that two of the gentlemen here are making every effort to foster.

I speak of tourism which I believe is essential to Aruba's future. And here I would like to give a word of caution. People will not travel thousands of miles to see the same kind of thing they can see in any small town at home. They want color, local color and it must be real. In my opinion, Aruba's best gold mines can be found in the quaint old buildings of Oranjestad.

Americans, when they travel, like to look at the past. A beach is a beach — you have the best — but a beach without charm is Coney Island. For the common good this charm must be preserved. The second half of the twentieth century demands a hard look at what Aruba can sell and can continue to sell.

The two gentlemen I have just referred to are involved in the new product — tourism. Although the product is different and the opportunities for direct improvement of Aruba are not as great as Lago's have been, the advent of new American capital and interests are healthy signs.

I say healthy because of the role that American plays.

This role can best be summarized in the phrase American capital is a "corporate citizen". This means that the corporation is a constructive force in the community. Instead of merely extracting wealth, as is sometimes erroneously charged, U. S. firms create new wealth for the host country. I think everyone in this room will agree that the Lago Oil Company has lived up to this definition. It not only provides occupation today for over 2,600 native Arubans but has at the same time provided them with a new way of life and pumped into the economy

that much extra purchasing power which is of benefit to the rest of the Island.

Outside help, however, either in the form of the oil industry or efforts to promote tourism, can only stimulate and contribute to growth. It cannot substitute for economically sound efforts which must be made by Aruba itself if it is to satisfy its own legiti-

mate aspirations.

One thing I have observed, in the few months that I have been on the island, is that everybody on Aruba — the Government, the "corporate citizens", all shades of political opinion, the merchants and the consumers — everybody is passionately pro-Aruban. This bodes well for the future. Thank you.

Speech by Mr. Morris R. De Woskin

Lt. Governor Beaman
Mr. Barnhard, American Consul
Mr. Arends
Mr. Serphos
Distinguished guests, Ladies and Gentlemen, Friends of the Aruba Caribbean Hotel.

I can't begin to thank you enough for the Aruba Medal of Merit.

I accept this award, not for myself alone, but on behalf of Mr. Gene Berry and his capable staff of employees, who collectively are doing everything possible to make visitors who come to this charming little island, leave with a wonderful impression of the delightful visit they had in Aruba.

I wish to thank the Directors of Aruven Co., for having faith in the Condado Caribbean Hotel Co, in turning over the beautiful hotel, to us, for operation.

Only 11½ months ago, at our opening, we said "ARUBA WILL NEVER BE THE SAME."

Well, it isn't, in a way.

Let me sum it up:

"The Aruba Caribbean Hotel is a success."

We brought you many, many more visitors.

We brought you good entertainment.

We brought you national publicity in the United States by way of magazines and newspapers.

We brought you national publicity over Television on the NBC network.

We brought you Trans Caribbean Airways.

We brought you lower fares by K.L.M. from Miami and New York and return.

We placed posters and pictures of the island and the Aruba Caribbean Hotel in 320 fine stores, in 275 key cities in the United States.

We brought you more inquiries about Aruba as a vacation spot than Curacao for the first time in centuries.

Now we are in the midst of the greatest advertising

campaign ever produced for any island, anywhere.

Just imagine, if you can, during the next ten weeks, 25,000,000, yes I said 25 millions of packages of Kellogg Rice Krispies and Kellogg All-Bran flakes will be placed in many millions of homes in the United States. These packages, with the picture of the Aruba Caribbean Hotel will be seen by over 75,000,000 persons in homes in the United States during the period of their consumption.

Today, and for the next ten weeks, every Willys dealer in the United States is displaying the posters showing the jeeps and the Aruba Caribbean Hotel in their show windows and counters throughout the United States.

The magnitude of this promotion staggers one.

We, of the Aruba Caribbean Hotel are most happy that we brought this promotion to put the island of Aruba and The Aruba Caribbean Hotel in the minds and hearts of most Americans.

This is what has happened.

We predict the following will happen soon.

Additional flights by Trans Caribbean from New York and San Juan to Aruba and return.

More scheduled flights by K.L.M. to Aruba, and soon, several non-stop flights from Miami via K.L.M.

We predict several additional carriers will fly from United States mainland to Aruba before one year from now.

We predict that soon the gov't of Aruba will provide more tourist attraction for the visitors we will bring to Aruba.

We predict more business will spring up in Aruba to give more employment to your people.

Once again, my heart is full. We, of the Aruba Caribbean Hotel, are proud to be part of this island's activities. We will continue to work hard to continuously make the Aruba Caribbean Hotel the best hotel in the Caribbean.

Thank you very much.

Decoros presentacion de medalla

El día 4 de julio fué un día memorable en la breve historia del Echo of Aruba, la fundación que introdució la Medalla Meritoria de Aruba. En este día la medalla fué presentada a los distinguidos señores O.

S. Mingus y Morris R. de Woskin.

Después de haber proyectado y organizado febrilmente para que este día fuese un día conmemorable para el Echo e impresionable para los tres caballeros O.



From right to left: Mr. O. S. Henriquez, Commissioner of Economic Affairs, Mr. O. S. Mingus, His Honor Mr. de Cuba, Mr. M. de Woskin, Mr. Gene Berry, Manager, Aruba Caribbean Hotel, Mr. M. Serphos Jr.

que serán honrados al último momento tuvieron que revisar toda la organización cuando recibieron noticia que el distinguido señor O. Roy Chalk no podía asistir a la ceremonia. Y de nuevo tuvieron que cambiar el programa cuando el Teniente Gobernador, señor F. J. C. Beaujon, tuvo inesperadamente graves quebrantos de salud. Que la primera preocupación de los organizadores al enterarse de esta noticia que podría ser tan fatal para la ceremonia, no era la ceremonia sino el estado de la salud del señor Beaujon, que felizmente está restableciendo, demuestra característicamente lo popular que el señor Beaujon es. El interino Teniente Gobernador señor Isaac de Cuba directamente estaba dispuesto a ayudarles y desempeño habilmente esta tarea inesperada.

El Echo de Aruba repite su agradecimiento. El mecanografiado horario se cambió e "interino" fue agregado antes del "Ten. Gob.". No pudieron más cambiar completamente los discursos porque la ceremonia ya había empezado.

Gracias al señor Morris Serphos, fuerza motriz del Echo of Aruba, y al maestro de ceremonia, el señor C. W. C. Schotborgh, la ceremonia se deslizó según el horario a pesar de los repentinos e inesperados cambios.

Empezó la ceremonia con el Hymno Nacional holandés y americano.

El señor Schotborgh manifestó los sentimientos del

Echo cuando formuló su satisfacción que tres ciudadanos americanos fueron honrados con la medalla. Introdució después al señor Serphos y a continuación el señor de Cuba entregó las medallas. Estos discursos así como las contestaciones del Consul Americano, el señor J. L. Barnard, y del señor de Woskin encontrarán en esta misma edición. No encontrarán Uds. el discurso del señor Mingus quien habló de improviso. El se sentía obligado en dar una protesta: El no es un extranjero. Tiene razón. Habiendo pasado más años en Aruba que en la América del Norte, el señor Mingus no es más un extranjero. No sea el número de años pasados aquí decisivo, si lo es el modo en que se pasó. El señor Mingus y el señor de Woskin tienen en común que no son extranjeros. Nos gustaría titular a ambos, ciudadanos valiosos para su patria propia y también para su adoptada patria, aceptados como nuestros amigos acogidos como uno de nosotros. Para uno que no esté enterado esto no suena importante, puesto que se pudiera considerar Aruba no más una punta en el mapa. Pero sí es importante en un sentido espiritual. Tales hombres son buenos embajadores.

Aruba dice a todos que ellos lo son y que Aruba les tiene en gran aprecio. En nuestro país tenemos leyes y orden. Por eso tenemos libertad. Tenemos libertad en decir que los Americanos no son sobrehumanos; ellos son iguales a todo el mundo. No

son santos ni demonios. No esperamos que hagan milagros y tampoco esperamos que trabajen en nuestro lugar. Somos, incidentalmente, capaz de hacer algo nosotros mismos.

No pedimos prosperidad sin servicio recíproco y tampoco damos algo por nada. Lo único que queremos es su cooperación sobre basis quid pro quo. Necesitamos su cooperación porque el hecho es que vivimos en el hemisferio occidental. Por experiencia sabemos que las actividades de varios ciudadanos y compañías americanas nos traen prosperidad. Americanos son activos porque ellos quieren sacar provecho, como todo el mundo. Tienen derecho en participar en prosperidad que en primer lugar no existiría sin ellos. Ellos son bienvenidos en Aruba.

Si nuestra isla tuviera el tamaño de, por ejemplo Cuba, podríamos alojar más Americanos. Esto es el mensaje de la Medalla Meritorio: Ustedes quisieron cooperar con nosotros.

Les agradecemos por la oportunidad y les honramos, señor Mingus y de Woskin, por sus grandes esfuerzos y sus hechos muy notables. Queremos que Ustedes sean el núcleo de una fraternidad cuya distinción es que todos son partidarios de Aruba y que trabajan para el bienestar de nuestra perla del Caribe.

"OLD DUTCH MILL" RESTAURANT ON PALM BEACH

At a shareholders meeting which took place on June 12, it has been definitely decided that shortly building will start of a typical Dutch Restaurant, with an old Dutch mill on top. The mill will be specially imported from Holland for this purpose from an existing mill in a small Dutch village, which is presently being taken out of use. The project promises to become a very important touristical attraction, and will be located on Palm Beach Boulevard, close to the Aruba Caribbean Hotel, facing the sea-side, next to the Palm Beach Swimming Club. At the shareholders meeting, 25 out of the 65 shareholders were present and a spirit of wellfounded hope existed. At the moment a capital of Fls. 100.000,— has been subscribed, which amount will shortly be raised to Fls. 140.000,—.

This last amount is expected to suffice for the entire project.

The personnel of the "Old Dutch Mill" Restaurant will be dressed in typical old dutch costumes and high standing of hygiene, cuisine, bar, etc. is expected to be maintained. Information regarding the project can be obtained from Mr. C. H. G. van Dam, Nassastraat, Oranjestad.

According to predictions of the contracting firm of BOHAMA N.V., of Oranjestad, Aruba, the project may be completed in spring of 1961 if no unfavorable situation develops and all necessary permits are received in time, as well as materials and the mill itself are available according to plans.

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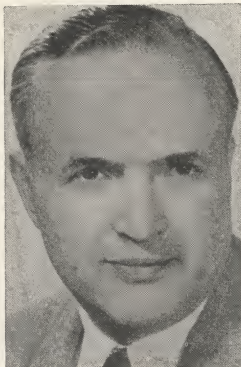
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MORRIS R. DE WOSKIN.

MORRIS R. DE WOSKIN.

Morris R. de Voskin was born in Gluchol, Russia on August 27, 1903. In 1910 the family moved to Montreal, Canada and in 1917 to St. Louis, Missouri. A year later they arrived in Chicago where young Morris de Voskin got his start in live and finished the hotel school of the La Salle University. In between he worked with a railway company. He was the white-haired wonderboy of his department and got a different job with a raise every month, till he earned \$ 150 a month. At this point his immediate chief was transferred and his salary was decreased with \$ 10 every month.

Consequently, young de Voskin after five months found himself at the same level where he started and he quit. He preferred to try hotelbusiness as a bell-boy in 1920 at a lesser salary and became manager in 1925.

In the same year there were two changes. The letter "R" was added behind Morris, for the post-man sometimes mixed him up with another M. de Voskin. Also, Morris R. De Voskin founded his own company under the name of Morris R. de Voskin & Co., hotelbrokers. This company is now the second largest and oldest in the hotelbusiness and handles 30 million a year.

They buy, sell and lease hotels. Their side-line is insurance.

As a consequence of the depression, the company moved into the operation. It operates now 28 hotels, among which Aruba Caribbean Hotel is the finest.

El señor Morris R. de Voskin nació en Gluchol, Russia, el 27 de agosto de 1903. La familia se mudó en 1910 hacia Montreal, Canada, y en 1917 hacia St. Louis, Missouri. Después de un año llegaron en Chicago donde el joven Morris de Voskin halló su destinación y recorrió la escuela hotelera de la Universidad de la Salle. Entretanto trabajó en una compañía ferroviaria. El era el niño prodigo de su departamento y cada mes con un cambio de puesto su salario aumentaba hasta que ganaba dólares 150 mensual. Cuando transferieron su directe jefe, su sueldo disminuyó 10 dólares cada mes. Por lo tanto el joven de Voskin después de cinco mes se encontró en el mismo nivel que cuando empezó y renunció. Dió preferencia a negocios hoteleros como mozo de hotel encargado de llevar recados.

Empezó en 1920 y subió hasta ser director en 1925.

En el mismo año hubieron dos cambios. Añadió la letra "R" detras de Morris porque algunas veces el cartero lo confundía con un otro M. de Voskin. El señor M. R. de Voskin también fundó su propia compañía bajo el nombre de Morris R. de Voskin y Cia., corredores de hoteles. Con excepción de un competidor, esta compañía es ahora la más grande del mundo y el negocio asciende a 30 millones de dólares por año. Compran, venden, alquilan y aseguran hoteles. A consecuencia de la depresión la compañía entró en operaciones de los hoteles. Operan ahora 28 hoteles de los cuales el Aruba Caribbean Hotel es el más espléndido.

Onze Welvaart quo vadis?

(Rede van de Heer F. Jossy Tromp, Wnd. Hoofd van het Bureau voor Welvaartzorg van Aruba, gehouden op een recente bijeenkomst van de Aruba Toastmastersclub)

In het met onze welvaart gedaan? Zijn de "gouden decennia" van onze economie binnen afzienbare tijd gedoemd te verdwijnen om plaats te maken voor eenwcn van honger en gebrek?

Ziedaar enkele vragen, die men de laatste tijd ukiwijs hoort stellen en die aantonen, dat een groot gedeelte van onze bevolking — meer dan men op het eerste gezicht zou vermoeden — meevoelt met het wel en wee van onze samenleving.

Op deze — de gemoedsrust van de doorsnee — burger-storende vragen zou ik met een volmondig ja willen antwoorden, indien vaststond dat de verantwoordelijke leiders van onze gemeenschap, gedreven door de gedachte wie dan leeft, wie dan zorgt, de zorg voor onze welvaart zouden verwaarlozen.

Gelukkig is het met ons sociaal verantwoordelijkheidsgevoel niet zo droevig gesteld. De leiders van zowel de publieke als de private sector van onze gemeenschap hebben "het teken aan de wand" tijdig onderkend. Zij hebben ingezien, dat ook in de economie het gezegde opgaat: "stilstaan is achtergaan", en dat wij ons de luxe van het op onze lauweren rusten met betrekking tot ons huidig welvaartspeil niet kunnen permitteren. Zij hebben, ieder nitteraard op eigen terrein en met specifieke oogmerken, de handen uit de mouwen gestoken in een gezamenlijke inspanning voor de versnelling van onze economische ontwikkeling.

Wat is eigenlijk economische ontwikkeling? Populair gezegd wordt met dit begrip bedoeld het doelbewust ingrijpen in de economie door zowel de overheid als particulieren, teneinde bepaalde doeleindigen te bereiken. Deze doeleinden kunnen ondermeer zijn het scheppen van werkgelegenheid, het verbreden van de economische basis enz., met als uiteindelijk doel het verhogen van het inkomen per hoofd van de bevolking en daardoor meer welvaart te scheppen.

Zoals ik zo even gezegd heb, is economische ontwikkeling niet uitsluitend de taak van de overheid, zoals velen denken. Zij speelt daarbij weliswaar meestal de belangrijkste rol, vooral omdat zij voor die voorzieningen moet zorgen, die een gunstig klimaat voor deze ontwikkeling scheppen.

Dit houdt evenwel niet in, dat alle activiteiten uitsluitend van haar moeten uitgaan. In feite behoort zij slechts op te treden, wanneer het particuliere initiatief bij de verdere economische groei te kort schiet.

Het particuliere bedrijfsleven moet daarom niet alleen zijn belangstelling tonen, maar ook actief medewerken. Het moet via het particuliere initiatief zijn bijdrage leveren tot de economische opbouw en groei.

Teneinde richting te geven aan de economische ontwikkeling moet er een bepaald plan zijn. In dit plan moeten de projecten, maatregelen enz. daar-

voor van belang zijn, worden uitgestippeld en gerangschikt naar urgentie en tijd. Het behoort geen bevoegdheid van de bevolking. In de praktijk gebeurt dit via de volksvertegenwoordiging.

Hoe is het nu met onze economische ontwikkeling gesteld?

Onze economische ontwikkeling is aanvankelijk heel langzaam op gang gekomen. Er is hiervan enigszins sprake, toen rond de eeuwwisseling met de winning van fosfaat en goud op commerciële basis werd begonnen. Maar de grote stoot in de goede richting kwam evenwel door de vestiging van de olieraffinaderijen in de dertiger jaren. De olie heeft ons grote welvaart gebracht. Ons per capita inkomen is thans een van de hoogste ter wereld. Onze levensstandaard is beter dan die van de meeste omringende landen. Schijnbaar is alles dus keek en ei en hebben wij ons voor niets druk gemaakt.

Waren de vragen, die ik aan het begin stelde en die een zeker pessimisme ten aanzien van onze economische toekomst inhielden, dan uit de lucht gegrepen?

Neen, integendeel. Immers als gevolg van bepaalde structurele wijzigingen in onze economie, o.a. de automatisering bij de Lago en de sterke bevolkingsaanwas, hebben wij thans te kampen met een min of meer aanzienlijke werkloosheid, die op korte termijn om een oplossing schreeuwt.

Ik wil hier niet dieper op ingaan, maar de ernst van dit probleem slechts typeren met de woorden van de grote Indiase leider Ghandi, die eens gezegd moet hebben: "Zelfs God durft aan iemand die honger en gebrek lijdt, niet anders te verschijnen dan in de vorm van brood". Het accent van welke ontwikkeling voor ons eiland dan ook moet in eerste instantie gericht zijn op het scheppen van werkgelegenheid.

Om dit zo snel mogelijk te bereiken, is het noodzakelijk onze economische basis te verbreden. Immers onze economie is thans geheel op de olie geëntend en daarvan geheel afhankelijk. Wij moeten trachten een meer evenwichtige economie te verkrijgen. Dit zal ondr meer tot resultaat hebben, dat wij minder afhankelijk worden van de olie-industrie. Bovendien bereiken wij daardoor een zekere risico-spreiding in onze economie. In het kort komt het op neer, dat: "we do not want to carry all our eggs in one basket".

De verbreding van onze economische basis kan geschieden door: het aantrekken van nieuwe industrieën, het bevorderen van het toerisme, dat ook tot industrie aan het uitgroeien is, en last but not least het stimuleren van onze eigen natuurlijke hulpbronnen, zoals landbouw, visserij en mijnbouw.

Alvorens daaraan evenwel met success kan worden begonnen, moet aan bepaalde algemene economische voorwaarden zijn voldaan. Deze zijn o.a. het heb-

ben van goede wegen, havens, vliegvelden, industrie-terreinen, electriciteit, water, goed onderwijs, voldoende arbeidskrachten enz. Er is een tijd geweest, niet zo ver achter ons, dat deze z.g. infra-structuur niet aan redelijk te stellen eisen voldeed en daardoor een belemmering vormde voor onze economische vooruitgang. Een belangrijke stoot tot verbetering daarvan werd gegeven door de bouw van onze nieuwe water- en electriciteitsfabriek en onlangs nog door de oprichting van onze volledige H.B.S. Diverse plannen tot een verdere verbetering zijn thans in behandeling.

In onze taak volbracht nu dat onze infra-structuur min of meer aan redelijk te stellen eisen voldoet?

Kunnen wij als gevolg van deze kennis met onze handen over elkaar gaan zitten?

Neen, zo ver zijn wij nog niet. Bovendien leven wij in een dynamische tijd, waarin vooral het op laweren rusten uit den boze is. De conclusie, die uit het voorgaande dan ook getrokken kan worden is, dat wij in onze strijd om welvaart de ons toegeworpen handschoen hebben opgeraapt. Voorts dat wij het zwaard hebben omgord en klaar staan voor het gevecht om het dagelijks brood.

Is dit voldoende? Moeten wij nu afwachten tot dat de vijand "honger en gebrek" ons overrompelt?

Het antwoord ligt voor de hand en is wederom een categorisch neen.

Wat moeten wij dan wel doen? Ik zou willen voorstellen: Laat ons te werk gaan als een veldheer, die wanneer hij zijn positie heeft verstevigd, nieuwe plannen voor de komende veldslag beraamt. Als ik zo vrij mag zijn, zal ik deze beeldspraak op de situatie, waarin wij thans verkeren, toepassen.

Dit zal echter in vogelvlucht moeten geschieden. Als veldheer stel ik voor de overheid, de voorvechter bij uitstek voor onze materiële welvaart.

Wat heeft deze "veldheer" zoal gedaan voor onze verdere opmars naar economische ontplooiing?

Om onze economische basis snel en doeltreffend te verbreden, is het onder meer noodzakelijk investeringen aan te trekken. Deze worden gestimuleerd door het scheppen van een gunstig investeringsklimaat. Te dien einde wordt door de overheid om de vestiging van nieuwe industrieën te bevorderen en de investering in hotelbouw aantrekkelijk te maken belastingfaciliteiten verleend, indien aan bepaalde voorwaarden worden voldaan. Voorts heeft zij een vrije zone ingesteld, met als voornaamste doel te trachten van Aruba een internationaal distributiecentrum te maken. Zoals U onlangs in de dagbladen hebt kunnen lezen, zoekt zij thans aansluiting van de Nederlandse Antillen bij de Europese Economische Gemeenschap.

Een eventuele aansluiting bij de E. E. C. houdt mede in verband met onze vrije zone grote mogelijkheden voor onze economie in.

Het behoeft verder geen betoog, dat door haar alles in het werk wordt gesteld om het de investeerders zo veel mogelijk naar de zin te maken.

Op landbouwgebied heeft in het bijzonder de alöe-cultuur haar aandacht. Plannen worden beraamd om de produktiviteit van deze cultuur te bevorderen en

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Zoals bekend wordt door haar via de Arubaanse Exploratie en Mijnbouw Maatschappij een onderzoek naar fosfaat ingesteld. Dit onderzoek is nog in volle gang en de resultaten daarvan moeten worden afgewacht. Indien het onderzoek gunstig uitvalt, zal deze basisgrondstof een belangrijke bijdrage kunnen leveren tot onze verdere economische groei.

Ziedaar in het kort een greep uit de activiteiten in de overheidsector.

In het voorgaande heb ik getracht U aan te tonen, dat er geen reden is voor een paniekstemming. Het is met onze welvaart nog niet gedaan. De toekomst van ons en onze kinderen is nog niet verloren.

Reden voor een hoera-stemming is er ook weer niet. Er zal nog heel wat werk moeten worden verzet. Immers welvaart kan slechts verkregen worden door hard werken. Maar ik ben ervan overtuigd, dat door onze gezamenlijke inspanning de vijand "honger en gebrek" zal worden gekeerd. De strijd voor het behoud van onze welvaart zal worden in ons voordeel beslecht. Met als resultaat dat de "gouden decennia" van onze economie nog ettelijke malen zullen worden verlengd. Moge met Gods hulp deze "gouden decennia" uitgroeien naar een gouden eeuw voor ons en de onzen.

Aruba Aribal

Volg van pag 7

"Je kunt niemand iets aansmeren, je moet het hem zichzelf laten aansmeren".

En dat kan ie. Vooral ook omdat hij de mentaliteit van de Antilliaan zo goed begrijpt en zelfs die van de Arubaan. Deze eigenschappen nu, altijd ideeën, altijd K.L.M. verkopen, vinden wij zo aantrekkelijk. Het laat zo goed zien, hoe de K.L.M. groot geworden is en welk een bezielende invloed Dr. Plesman op zijn discipelen uitoefende.

We zullen Paul Erkelens wel missen. Weer een markante persoonlijkheid uit de Antillen. Het leven is weer een beetje minder avontuurlijk, een beetje minder lollig geworden. Dat maakt ons wel wat mistroostig. Het wordt hoe langer hoe meer: cijfer zonder ziel, dat is dus... cijfer zonder inhoud. Maar laten we niet eindigen in deze mineur, want per slot van rekening, in Nederland kunnen ze toch ook wel een beetje zon gebruiken.

K.L.M. IN NEW COOPERATIVE SPIRIT.

After the recent change in command in the Caribbean Management of K.L.M. Royal Dutch Airlines, when Mr. Semmelink acceded the post vacated by Mr. Steensma, it is felt in Aruban Commercial circles,

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that K.L.M. is developing a new spirit of cooperation with Aruban Commerce in the development of tourism, propagation of Aruba abroad, and creating an improved climate for exchange of ideas. As such we have noticed Mr. Semmelinks recent visit to Aruba in which he proposed that a delegation be appointed by both the Aruba Trade and Industry Association and the Aruba Chamber of Commerce to study planning and cooperation with K.L.M. on the basis of improved facilities for Aruba, and support for K.L.M. by Aruban commercial circles. Mr. Semmelink outlined some of his ideas at an informal meeting at which delegates of ATIA, the Chamber of Commerce, the Aruba Island Government, Lago Oil and Transport Co., Ltd. and others, were present.

It is not excluded that the planned talks with K.L.M. and commercial circles in our sister island Curaçao may shortly develop. We understand that the K. L.M. representative in Aruba Mr. Prior, is coordinating the effort that K.L.M. displays in this respect. We are of the opinion that a serious exchange of ideas and suggestions of commerce in Aruba, discussed in an atmosphere of mutual respect and goodwill, may result in a favorable climate of improvement of tourist attractions and a favorable attitude of Aruban commercial circles toward our national airline K.L.M.



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